

STANDARD OPERATING PROCEDURE (SOP)

SUBJECT: MONTHLY NEWSLETTER SUBMISSION PROCEDURES

REFERENCES	(a) Coast Guard Correspondence Manual (COMDTINST M5216.4C) (b) Federal Plain Language Guidelines. <i>Improving communication from the federal government to the public</i> . Retrieved from: http://www.plainlanguage.gov/index.cfm . (c) Equal Employment Opportunity Commission, Equal Employment Opportunity Management Directive 715 (01 October 2003) (d) CRD Monthly Newsletter: Article Submission Checklist
-------------------	---

OBJECTIVES	<ol style="list-style-type: none">1. To set forth policy and procedures for the timely submission and inclusion of written articles into the monthly <i>Civil Rights On Deck</i> newsletter.2. To help foster the Commandant's non-discrimination policies and maintain the dignity and respect of each individual in support of CG missions.
-------------------	--

ACTION	All Civil Rights Directorate (CRD) personnel shall comply with this policy and the provisions contained herein.
---------------	---

DISCUSSION	<ol style="list-style-type: none">1. This SOP provides policy, procedures, and guidance for the timely submission and inclusion of articles into the Directorate's newsletter. This SOP is established to ensure a continuous flow is maintained so as to meet the monthly submission timeline. In addition, it:<ol style="list-style-type: none">a. Establishes consistent expectations for managers and employees.b. Delineates responsibilities throughout the Directorate.c. Improves responsiveness to customers both internally and externally.d. Provides the workforce with a tool to maximize civil rights mission support.2. References (a) and (b) provide the basis for Coast Guard and federal writing standards in the U.S. government. This SOP emphasizes the utilization of these instructions in order to meet the Directorate's needs. Reference (c) establishes the development of tools which communicate positive Equal Opportunity (EO) messages and open best practices to the workforce. Reference (d) is the required checklist which must accompany any submission for the Directorate's newsletter.
-------------------	---

POLICY	<u>The monthly <i>Civil Rights On Deck</i> newsletter shall be published no</u>
---------------	---

	<u>later than the second week of each month.</u>
--	--

PROCEDURES	<ol style="list-style-type: none"> 1. CRD's Division Chiefs and Regional Directors shall ensure the proper and timely submission of written material from their respective divisions for each edition of the newsletter as per this SOP. <ol style="list-style-type: none"> a. Each CRD program (CG-00H, CG-00H-1, CG-00H-2) shall contribute at least one article per month. b. CRD's four regions (CG-00H-2-R1, CG-00H-2-R2, CG-00H-2-R3 and CG-00H-2-R4) shall contribute quarterly. 2. The written articles should be based on <i>new</i> developments and/or best practices applicable to the CG workforce, or any other information of specific relevance to CG employees and/or management officials. The focus on Civil Rights with emphasis on federal and military workforces should be the rule, not the exception. 3. The following guidelines shall be followed in the drafting of newsletter articles: <ol style="list-style-type: none"> a. The types of stories and features should include civil rights compliance issues, upcoming events, civil rights policies and programs, CRD accomplishments, civil rights history, contributions of women and minorities, etc. b. The article should be concise (less than 300 words) and timely (occurring that month or within 2 months). c. The utilization of numbers and metrics associated with respective Equal Employment Opportunity (EEO)/Equal Opportunity (EO) programs or helpful references is highly encouraged. Please make sure to cite <i>all</i> references used. d. Respective article headlines should be eye-catching and should also tell part of the story. e. Introductions of new employees should be submitted within 30 days of appointment, and be no more than 95 words (please do not recite their resume). Pictures should illustrate their work force area, location, or personal interests (please do not submit only a head shot). f. Attached photographs should be in TIF, PNG or JPEG format, at least 150 dpi, and properly labeled with the correct, official name(s) and military rank(s)/position(s) of all individuals pictured (graphics or figures should be properly labeled as well). Backgrounds should be interesting, relevant, and contribute to/enhance the article.
-------------------	--

	<ul style="list-style-type: none">g. All submissions must be the <i>original</i> work of the submitting author, and should include citations within the article as well as any supporting documentation to support facts and/or figures listed. <ul style="list-style-type: none">4. The following submissions will not be accepted:<ul style="list-style-type: none">a. Generic stories about passage of legislation, signing of doctrine, and/or appointments of people outside of CRD, unless a direct connection to CRD mission is established.b. Information which is unsubstantiated or protected under EEO and/or privacy laws and regulations, as CRD cannot pass potentially false or legally protected information.c. Articles that are not the <i>original</i> work of the submitting author.5. The Communications Specialist shall serve as the single-point of collection for all submissions. The Communications Specialist is editor-in-chief and has the following responsibilities:<ul style="list-style-type: none">a. To review submissions and return material to division/staff level if he/she has any questions.b. To select the best, most timely, and educational material for inclusion into the current or subsequent months' editions.c. To return stories to authors when they cannot be used, so that personnel may gain perspective on why they were not published, and how can they be more successful with future submissions. (<i>Note</i>: Submissions will be returned, published or held for a future edition if feasible).d. To format the newsletter, and submit to the Office Chiefs for review and approval no later than the beginning of the fourth week of each month. The formatted version shall be reviewed by the Office Chiefs prior to going to the Director.e. Incorporate edits of the Office Chiefs and submit the finalized newsletter to the Director no later than the last workday of each month for materials to be published the succeeding month.f. Maintain data on articles, authors, publication dates, etc.6. Once articles are published, authors are responsible for reviewing additions/changes made for future consideration.7. The submission timeline depicted in Figure 1 shall be followed. Notwithstanding, all submissions are due to the Communications Specialist no later than close of business on the 15th of every month.
--	---

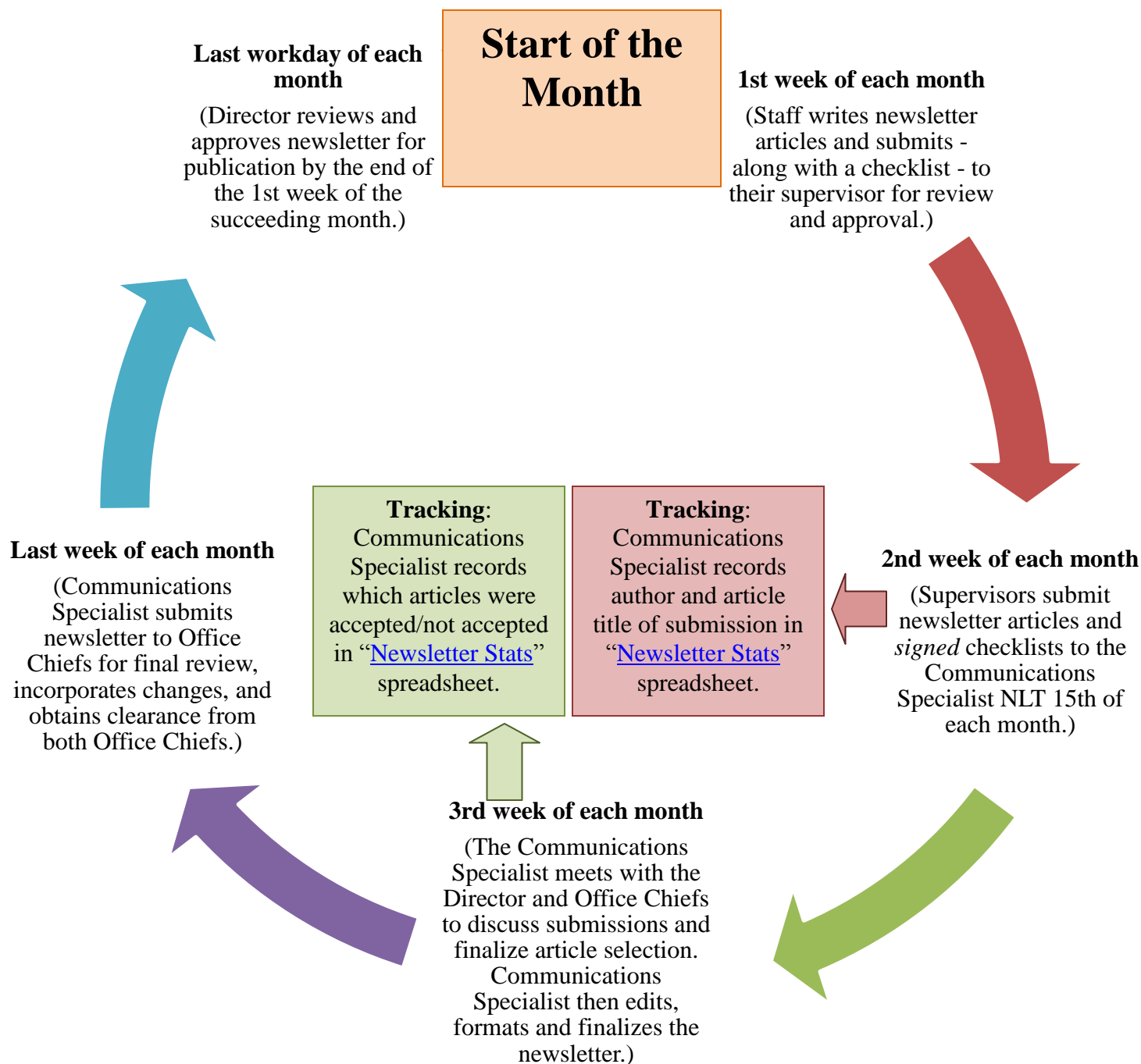


Figure 1. *Civil Rights On Deck* Submission Flow